

ER 61-1801/a  
STAT

8 MAR 1961

*✓* *cover*  
Mr. W. G. Suter  
Manager, College Sales  
John Wiley & Sons, Inc.  
440 Park Avenue South  
New York 16, New York

Dear Mr. Suter:

Thank you for your letter of 10 February and  
for sending me a copy of "The Manipulation of  
Human Behavior."

This book should make an important contri-  
bution toward dispelling many misconceptions  
which the public holds about this important topic.  
It is a welcome addition to my library, and I look  
forward to studying it carefully.

Sincerely,

C. P. Cabell  
General, USAF  
Deputy Director

O/DDCI:   mfb 7Mar61

Distribution:

Orig - Addressee

1 - DDCI w/book

*✓* 1 - ER w/basic via reading

1 - Chief, DD/P/TSD

SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM		
<input checked="" type="checkbox"/> UNCLASSIFIED	<input type="checkbox"/> CONFIDENTIAL	<input type="checkbox"/> SECRET

**CENTRAL INTELLIGENCE AGENCY  
OFFICIAL ROUTING SLIP**

TO	NAME AND ADDRESS	INITIALS	DATE
1	T.D.S - DD/P		
2			2/24/61
3	C/RB		
4	C/TSD		
5			
6			

<input type="checkbox"/> ACTION	<input type="checkbox"/> DIRECT REPLY	<input type="checkbox"/> PREPARE REPLY
<input type="checkbox"/> APPROVAL	<input type="checkbox"/> DISPATCH	<input type="checkbox"/> RECOMMENDATION
<input type="checkbox"/> COMMENT	<input type="checkbox"/> FILE	<input type="checkbox"/> RETURN
<input type="checkbox"/> CONCURRENCE	<input type="checkbox"/> INFORMATION	<input type="checkbox"/> SIGNATURE

Remarks: Should I comment?  
If so, please  
submit recommendations  
3 → 4 Please let me know as  
soon as possible.

FOLD HERE TO RETURN TO SENDER	
FROM: NAME, ADDRESS AND PHONE NO.	DATE
DEPUTY DIRECTOR	2/24/61

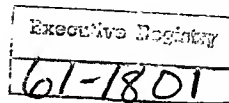


**John Wiley & Sons, Inc.**

NEW YORK

LONDON

440 PARK AVENUE SOUTH  
NEW YORK 16, N. Y.  
MURRAY HILL 9-7630



MARKETING DIVISION

WARREN SULLIVAN  
VICE-PRESIDENT

A. H. NEILLY, JR.  
ASST. VICE-PRESIDENT

February 10, 1961

General C. P. Cabell  
Deputy Director, Central Intelligence Agency  
2430 East Street, N. W.  
Washington 25, D. C.

Dear General Cabell:

Our new book THE MANIPULATION OF HUMAN  
BEHAVIOR, by Doctor Albert D. Biderman and Herbert Zimer  
has just been published and a copy is on its way to you with  
the author's compliments and ours.

We are aware of your interest in this field and  
feel that this book will prove useful to you. Your comments  
would be most welcome.

Sincerely yours,

W. G. Suter  
Manager, College Sales

WGS:BB